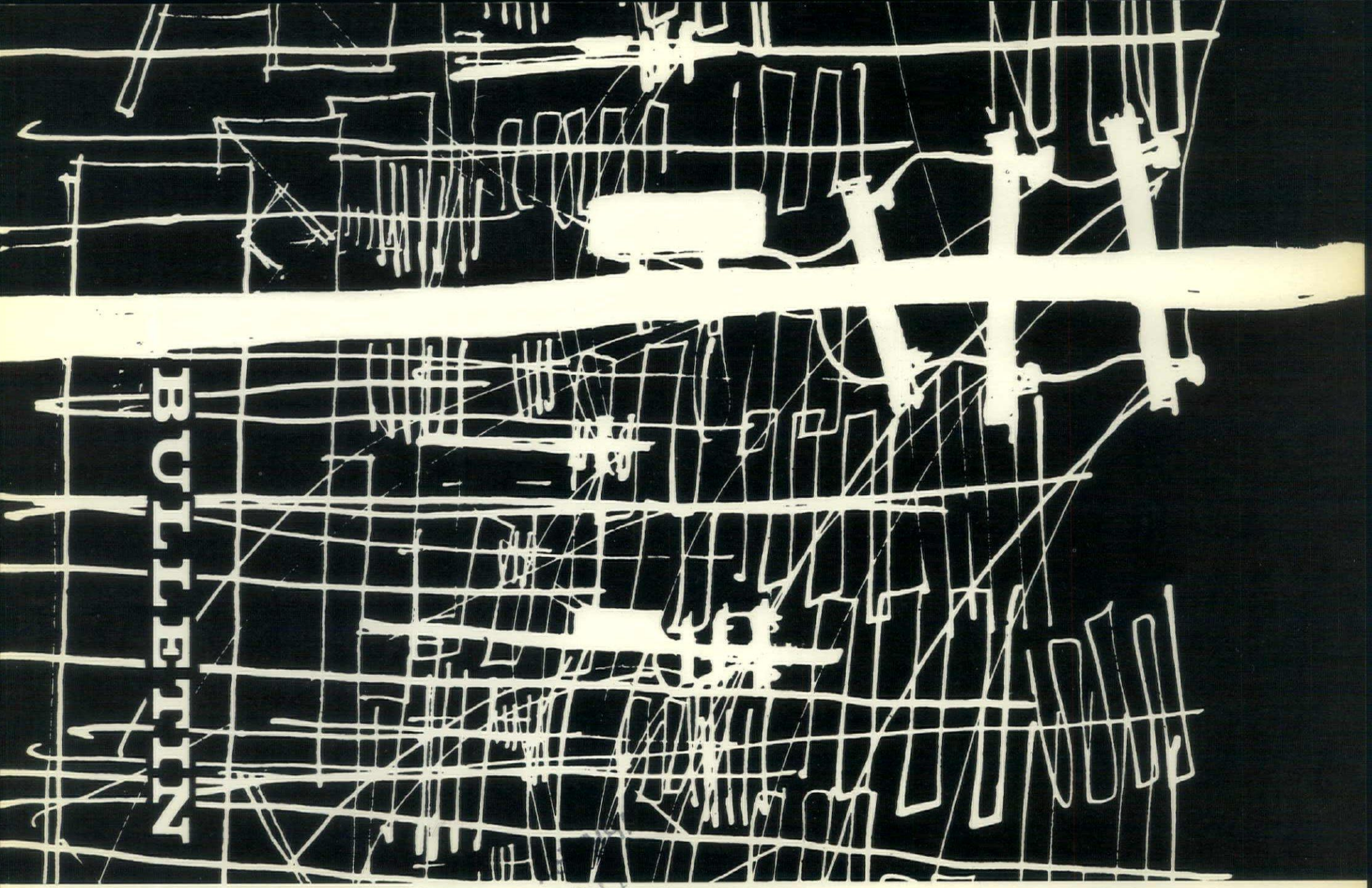

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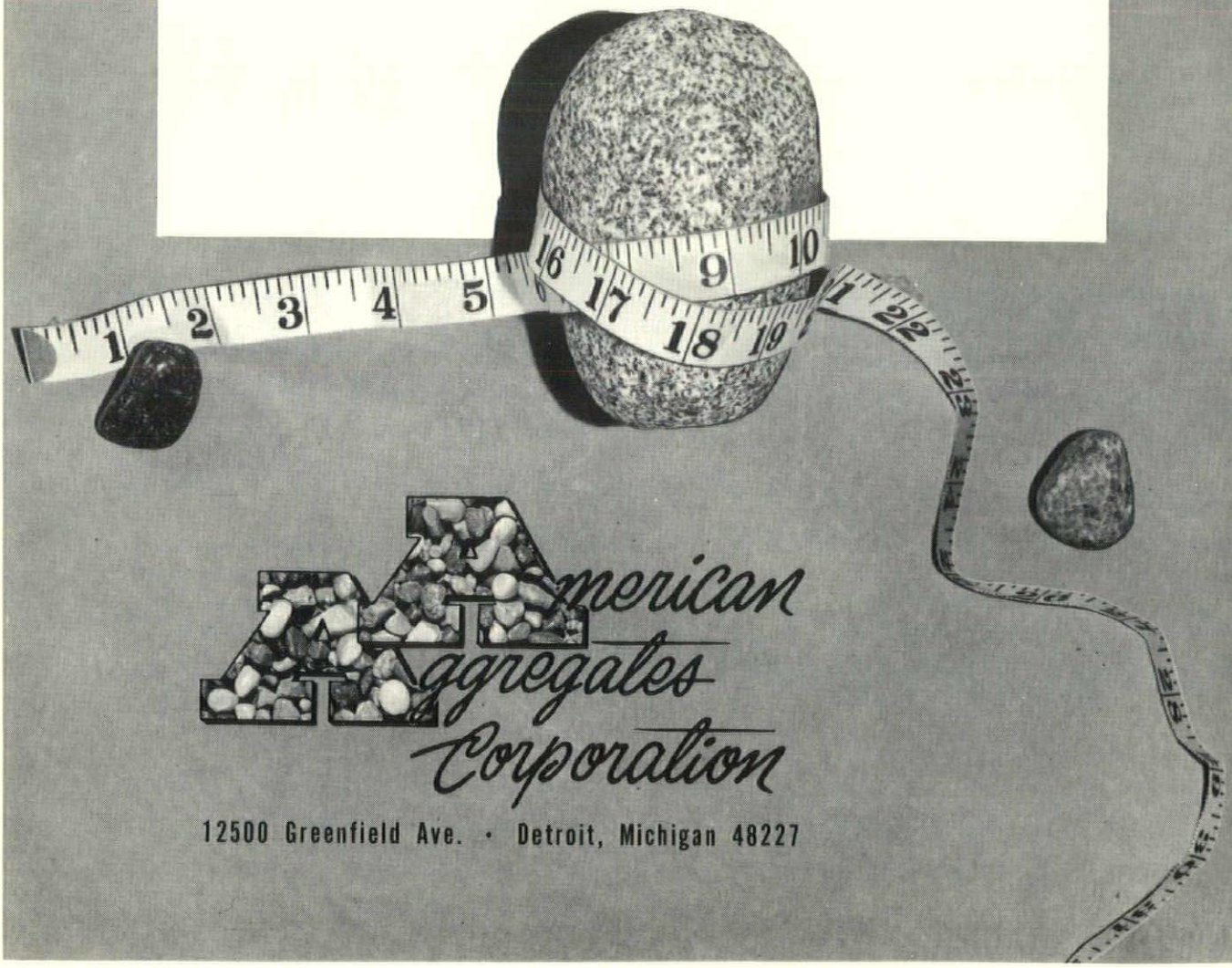

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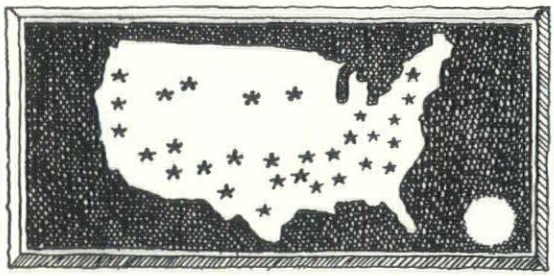

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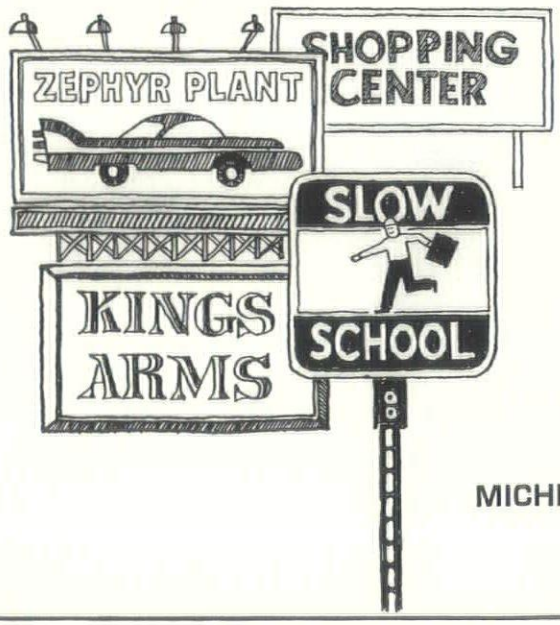

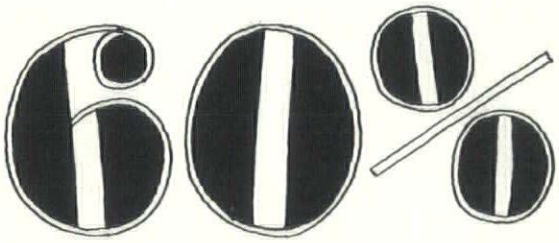

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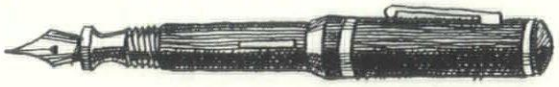

still further to the attractiveness of natural Gas total energy systems. Isn't it worth your while then to find out more about Gas total energy systems and how they can benefit your planned or present projects? Just write or call Michigan Consolidated Gas Company, One Woodward Avenue, Major Project Sales Division, Detroit, Michigan. 965-8000, ext. 2975.

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michigan society of architects march 1966

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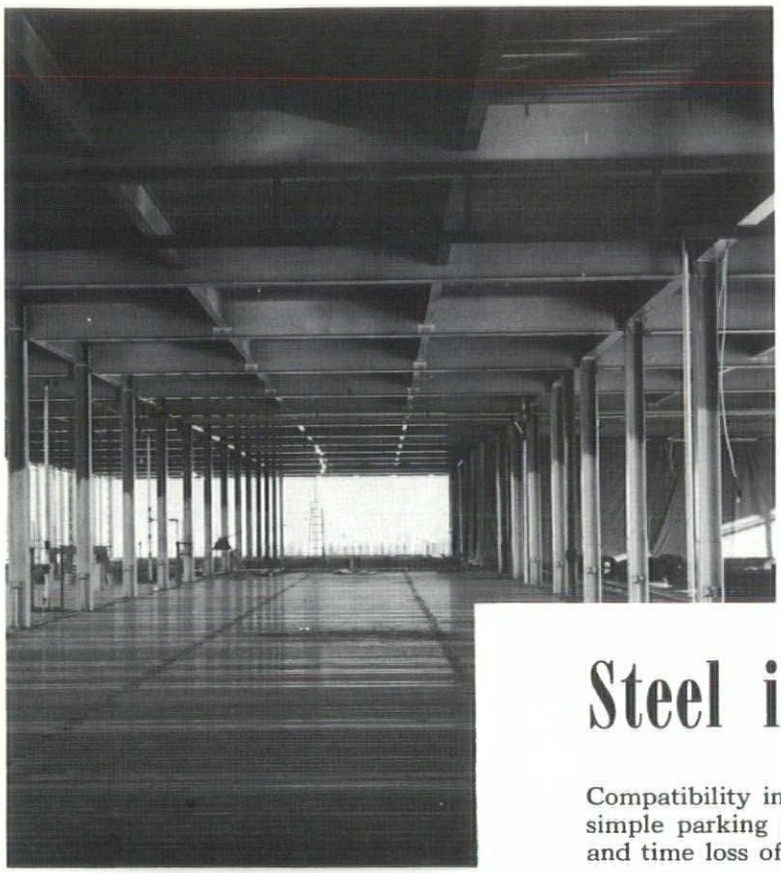

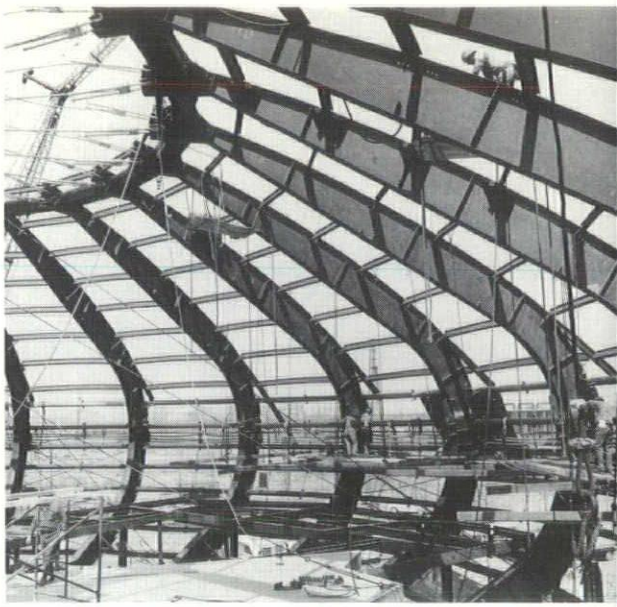

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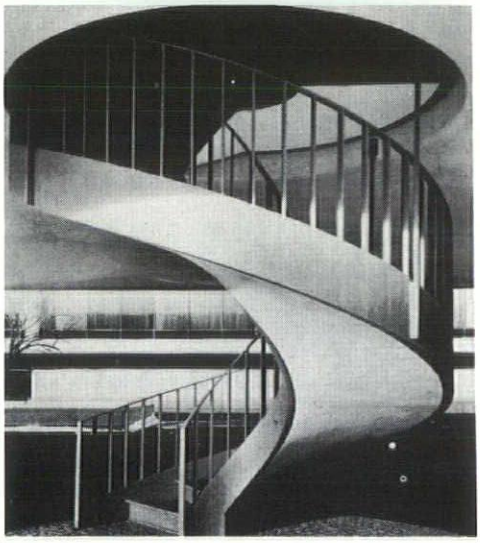

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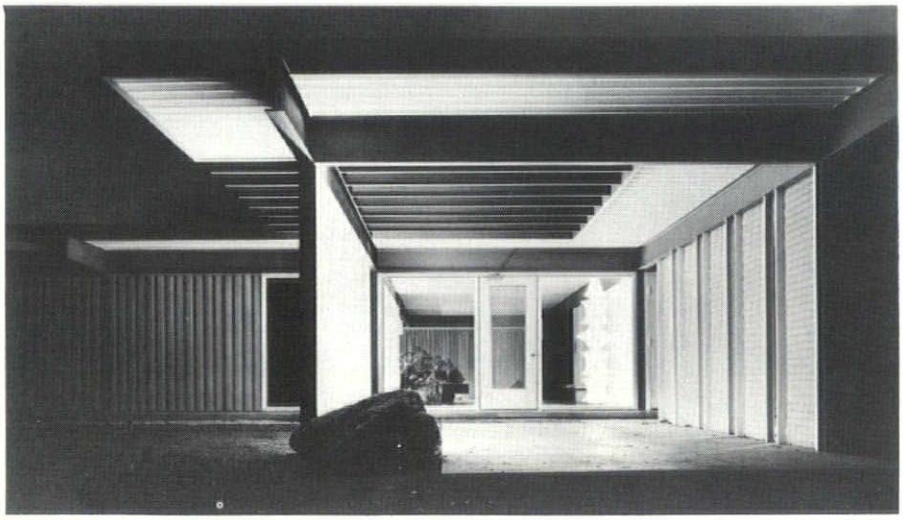

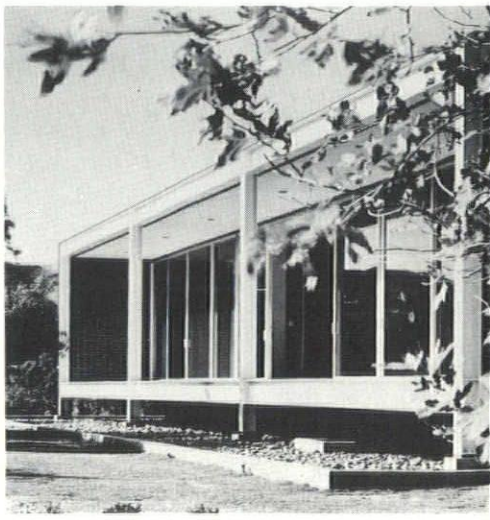

NEWS

Next Month –CONCRETE
The first of a series of articles on Building Technology.

L.I.T. Student Forum on Community Ugliness

The Student Chapter, AIA at Lawrence Institute of Technology is to be commended for their organization of a Forum on Community Ugliness which was held Saturday evening, January 29, 1966. The panel, composed of Architect, William Kessler, AIA; Politician-Councilman William Brickley of Detroit; business representative, Craig Smith of Sullivan-Smith realty company; Planner, Gerald Crane, AIA; and Sociologist Dr. Robert Smock, Ph.D., technical director of TALUS, pulled few punches as they addressed their opening remarks to the responsibilities and failings of each of their respective professions in the community.

Many of the questions addressed to the panel after their presentation centered on problems of planning implementation. Mr. Smith, a former member of the Detroit Planning Commission cited the need for a Planning Commission with more authority. Smith also cited the conformity which seemed to be inherent in the decision making processes of business and government and urged the development of controls which could flexibly respond to new and creative planning concepts with tax and other governmental incentives given to good development. Councilman Brickley noted the responsibility placed on public officials for the creation of a climate for action. Both Brickley and planner Gerald Crane discussed the lack of concern among citizens regarding public space and their lack of involvement in the planning process.

The comments made could have been anticipated but the fact the Forum brought together individuals with such diverse interests and backgrounds is a credit to the students at L.I.T. One might wonder if anyone else could have put such a group together and sustained such a lively and positive response. In this respect the Student Chapter AIA at L.I.T. has performed an admirable service to the community.

HEC&S Announce Appointments

The appointments of Henry William Ruifrok, AIA as Project Administrator and Charles P. Stapleton, AIA as Chief of the Architectural Department, have been announced by Julian R. Cowin, president of Harley, Ellington, Cowin and Stirton, Inc., architects-engineers-planners.

Ruifrok, who joined the firm in 1959 as Chief of the Architectural Department, is in charge of completion of the South Macomb Hospital and the new classroom and office building at Western Michigan University. He earned his Bachelor's Degree in Architecture at the University of Michigan and is a registered architect in the State of Michigan. He holds memberships in the American Institute of Architects, the Michigan Society of Architects and the Engineering Society of Detroit. For many years, he has been active in the profession and is currently a member of the Hospital Committee of the Detroit Chapter, AIA.

Henry W. Ruifrok

Charles P. Stapleton

Stapleton has been a member of HEC&S since 1964 and is a registered architect in Michigan, South Dakota and the District of Columbia. A native Detroiter, he attended the College of Engineering of the Detroit Institute of Technology as well as both the University of Alabama and the Engineer School at Fort Belvoir, Va., while in service during World War II. Stapleton is a member of the AIA and MSA and has been active in the profession for the past 20 years.

Goals Conference in Ann Arbor

The Huron Valley Chapter, A.I.A. was one of the initial organizers and sponsors for the Ann Arbor Area Goals Conference. held January 25 from 9:00 A.M. to 10:00 P.M. The Conference represented an important event in the Chapter's continued effort to bring problems caused by Ann Arbor's rapid growth to the attention of both citizens and city officials.

Following the keynote address by Grady Clay, Editor of Landscape Architecture Quarterly, the 450 attendees participated in three symposia relating to specific area problems, The Relation of Ann Arbor to the Surrounding Area, Education and Community Growth and The Changing Character of Ann Arbor. Small workshops followed the main symposia which gave citizens, officials, and planners a unique opportunity to pursue the question of community goals in an atmosphere of direct communication.

The success of the Conference was documented not only by the enthusiasm of the remarkably large group attending, but by the vigorous follow-up which continues from citizens' groups in the community. The Chapter intends to develop further programs to encourage better and more comprehensive planning in the Ann Arbor Metropolitan area. The Conference had active participation by a large number of chapter members with four members contributing to the format and development of the Conference. Joseph T. A. Lee served as Chairman of the Steering Committee, Roger Clemence and Robert Beckley served on the Program Subcommittee, along with Robert Carpenter, who was a member of the Steering Committee.

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Alfred Zweig, Assistant Chief Structural Engineer, Albert Kahn Associated Architects and Engineers, presented a paper at the American Society of Civil Engineers' Structural Engineering Conference held in Miami, Florida recently. Mr. Zweig's paper was devoted to the subject of concrete slabs design.

Alfred Zweig

Mr. Zweig is a Fellow of the American Society of Civil Engineers and is a member of the Michigan Society of Professional Engineers, the Michigan Association of the Professions and the American Concrete Institute. Long active in professional affairs, he is immediate past president of the ACI's Detroit Chapter and, over the years, has authored many important technical papers.

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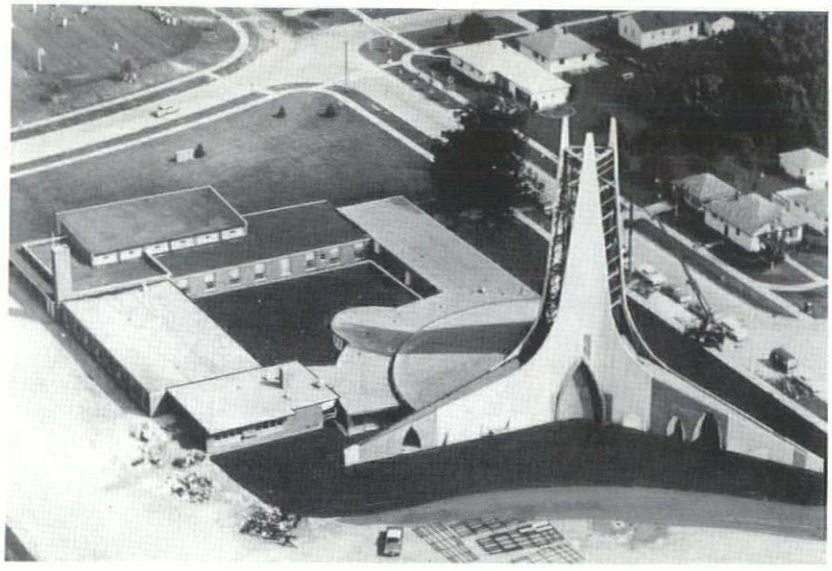

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Golf League Opener Announced

Edgewood Country Club in Union Lake is the location for the first meeting of the Detroit Architectural Golf League on May 17, 1966, announced by League President Ray McCalpin. Other locations for the League's 1966 season include Farmington, Meadowbrook, Lakepointe and Oakland Hills Country Clubs.

All prospective members are urged to contact Charlie Martin at WE 3-1335 or Vic Specht at 547-6880 for membership applications. Membership applications will also be available at several booths at the MSA Convention, March 16 and 17, at the Statler Hilton Hotel, Detroit.

Remember, your membership must be renewed each year.

Arnold J. Werner Co. Announces New Product

The Arnold J. Werner Co. of 504 New Center Building, Detroit have been appointed distributors for DECOR-CEM, a cement-base wall surfacing material. The Werner Co. will act as distributors for the entire State of Michigan.

DECOR-CEM is a product developed through research into the problems encountered in coating surfaces which contain a cement base. After four years of testing by the Portland Cement Association and independent laboratories for thermal shock, water absorption, fade resistance, efflorescence and ultra-violet radiation, a coating was developed which could be easily applied and yet stand up under the most abusive conditions.

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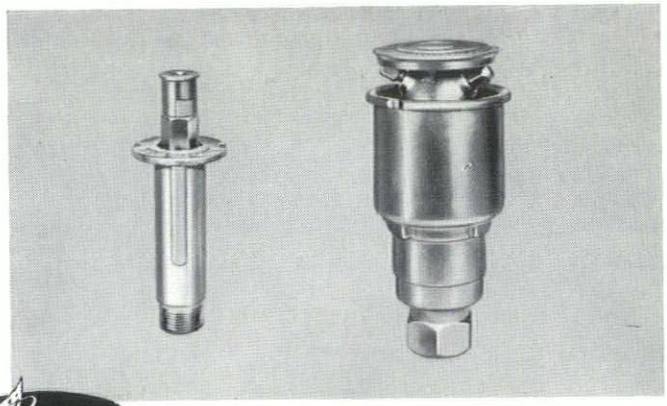

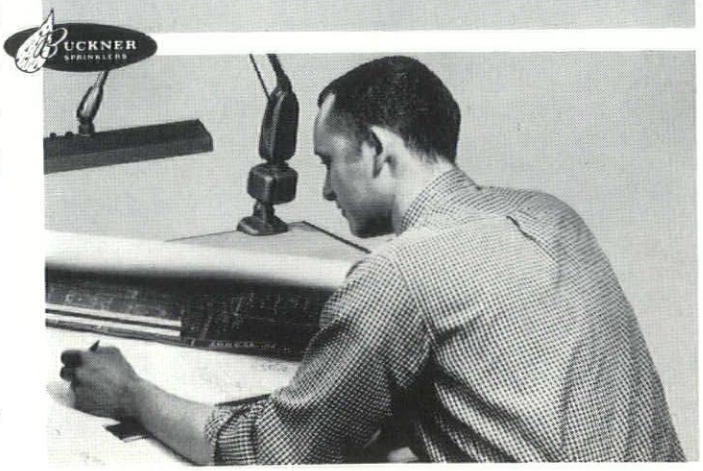

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EDITORIAL

The MSA Bulletin is one of a number of journals designed to be read by architects and people who are interested in what architects are doing and thinking. As a professional journal it has two responsibilities. One, it must provide information, and two, it must be a vehicle for communication and the exchange of ideas. To be useful the ideas and the nature of the information contained in the Bulletin must reflect the current thinking of the profession and the building industry.

The paradoxes which confront the architect today are many. We have extended our ability to solve building problems a hundred-fold, yet it becomes increasingly difficult to clearly define and isolate the many factors which constantly affect our designs. We have an abundance of material resources at our disposal, yet we are constantly under pressure to build more for less money, substituting novelty for quality. Even though we have an unbelievably affluent society, the cumulative effect of our building has created some of the most banal environments man has ever known. *FORTUNE* magaine recently featured an article entitled "The Architects: A Chance for Greatness". The title appears to be prophetic, yet the question persists whether our profession can do all that is to be asked of it in the coming years.

In 1965, construction was a $53 billion industry. If we have forty years in which to duplicate all of man's previous building efforts as President Johnson suggests, this figure must represent the bottom of the construction curve over the next five decades. The complex design problems we face can no longer be solved by using the "eureka" or "schazzaaaam" method. Site engineering, location analysis, structural engineering, programming, material specification, detail development, supervision, salesmanship and research have all become a part of the design process. As the dollar volume of construction goes up — so does the responsibility placed upon the architect.

Certainly no person or single group of people have all the answers to the numerous problems which face our profession. We strongly feel the MSA Bulletin can act as a vehicle for constructive communication, communication that will seek answers to current problems facing the architect and at the same time raise significant questions regarding the profession and the building industry.

There are many ways of collecting, sorting, and grouping the problems we face. We have chosen to deal with two major categories, design and planning development, and building technology, and try if we can to neatly categorize everything under these two headings.

DESIGN AND PLANNING DEVELOPMENT will consider the various aspects of building and environmental design, and will include information relating to programing, analytical procedures, engineering design, urban design, office procedures, governmental legislation, and related design fields.

BUILDING TECHNOLOGY will consider the various aspects of building and construction and will include information relating to new materials, methods, specifications, testing procedures, application and research.

Each month we plan to bring you articles and comments which relate to one or both of these areas. As our sources of information we will use manufacturer's representatives, suppliers, contractors, educators, consultants, and architects from offices of varying sizes throughout the Michigan region.

As well as providing news of the profession as it has done in the past, the Bulletin will attempt to examine the role and responsibilities of the achitect and the contruction industry as they relate to the creation of a better physical environment. Having established this as our task for the coming months, we eagerly solicit your aid, advice and criticism.

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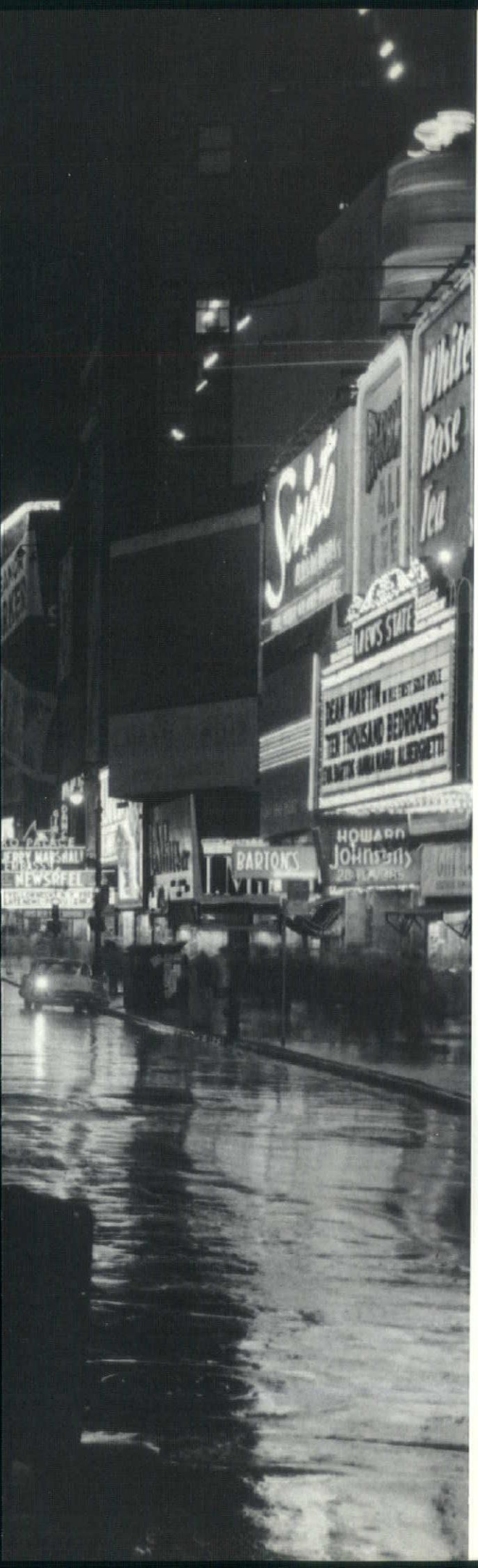


UGLY?

The dictionary definition of 'ugly' reads as follows: "1. Offensive to the sight, contrary to beauty, hideous. 2. Offensive from a moral aspect, repulsive, . . . ". What is 'ugly'?

A popular song in 1965 entitled DOWNTOWN expressed a rather interesting point of view regarding some of the abstract physical characteristics of downtown.

When you're all alone,
and life is making you lonely,
you can always go – DOWNTOWN

When you've got worries,
all the noise and the hurries
seem to help, I know – DOWNTOWN

Just listen to the music of the
traffic in the city,
linger on the sidewalk,
the neon lights are pretty.
How can you lose?

The lights are much brighter there,
you can forget all your troubles,
forget all your care,
so go – DOWNTOWN.

It will be great when you're
DOWNTOWN
No finer place for sure
DOWNTOWN
Everything's waiting for you.

The song characterizes DOWNTOWN as being a pleasant place to go, at least certainly not ugly. Yet there are two specific references to aspects of downtown which, to many people, represent ugliness. "Just listen to the *music of the traffic* in the city, linger on the sidewalk, *the neon lights are pretty.*" Traffic noise and gaudy neon lights can be found on most anyone's list of detracting elements in an urban environment. Yet these two elements are the basic components of Times Square, New York, undeniably an exciting place to be, a place where "you can forget all your troubles, forget all your care." Times Square is a characteristic twentieth century square and it has its counterparts in cities throughout the world. It perhaps can not be labeled either beautiful or ugly for it enjoys qualities of excitement that demand ambiguity. Thus our first dictionary definition of ugly seems difficult to apply, "1. Offensive to sight, contrary to beauty, hideous."

A second song, recently recorded by folksinger Pete Seger, expounds on the suburban environment.

Little boxes on the hillside,
Little boxes made of ticky-tack,
Little boxes, little boxes, little boxes
All the same.

There's a green one, and a pink one,
And a blue one and a yellow one,
And they're all made out of ticky-tack,
And they all look just the same.

And the people in the houses
All go to the university,
And they all get put in boxes, little boxes,
All the same.

And there's doctors and there's lawyers,
And there's business executives,
And they're all made out of ticky-tacky,
And they're all just the same.

And they all play on the golf course
And drink their Martini dry,
And they all have pretty children
And the children go to school.

And the children go to summer camp
And then to the university,
And they all get put in boxes
And they come out the same.

And the boys go into business
And marry and raise a family,
And they all get put in boxes, little boxes,
All the same.

There's a green one, and a pink one,
And a blue one and yellow one,
And they're all made out of ticky-tacky,
And they all look just the same.

These lyrics seem to confound our second dictionary definition of ugly, "2. Offensive from a moral aspect, repulsive, . . . " While the singular aspects of the song, home ownership, university education, pretty children, summer camps, etc. seem virtuous enough the resultant lack of individuality is presented as a rather 'ugly' prospect. Mr. Seeger's feelings about suburban ugliness are supported by many others.

Ugliness is illusive. There are very few things that are intentionally designed to be ugly. Everyone can think of at least one example of a building, designed most sensitively, carefully constructed, using the best materials, which when built has been quite beautiful indeed. But, soon the beautiful building is engulfed by a strip of development and is joined by other beautiful buildings. The buildings themselves are not ugly, yet the environment they create, even without signs and wires, remains ugly because of the lack of respect each building has for the other. Beauty and ugliness here again, are illusive.

Ralph Lazarus in a recent issue of the *Saturday Review* addressed the following comments to businessmen concerned with urban development. They are quoted here because they can be applied just as aptly to the problems of ugliness. "Before we can effectively analyze things as they are, we will have to define things as they ought to be. We can then determine the obstacles to these goals and list them in order of priority. It is our hope that businessmen can lay the foundation for working out a program of

action that would tackle important obstacles and move our urban society in the direction of clearly articulated goals. Whether or not we can do this job will depend primarily on our ability to define our goals specifically enough so that the obstacles that stand in the way of reaching them can be identified and their order of priority agreed upon."

The formulation of goals is not easy but without specific goals we will quickly be lost in a morass of confused definitions and intentions. Everyone has their own definition of ugliness and beauty. We must get beyond these and specify in reasonable terms the kinds of physical environments we think are suitable to the divergent needs of our society.

A recent Goals Conference in Ann Arbor, sponsored by the Huron Valley Chapter AIA with ten other local organizations, struggled with the problem of formulating community goals. They found it was not an easy task, but not impossible. It does take time and objectivity for a community to come to grips with where it is going. It also takes groups and individuals with conflicting points of view, working together.

Before we can eliminate blight we must decide what we want as an alternative. The alternative can be stated by each individual community no matter how large or small. The specific problems of blight in Ann Arbor, Grand Rapids, Lansing, Flint, Traverse City, or Detroit are all similar, just as the pressures affecting these communities are similar. Each community, however, must decide for itself goals which are appropriate.

Grady Clay, Editor of *Landscape Architecture* Quarterly and Urban Affairs Editor of The Louisville Courier-Journal, gave the keynote address at the Ann Arbor Goals Conference. His remarks concerning pressures on the American city and their influence on the goal formualtion process are included here, in part.

FIRST: The *changes taking place in our cities are, in fact, changes in our whole society, and not often a reflection of purely local conditions.*

The changes to our cities reflect national and worldwide industrialization, and the free movement of goods, services and workers from one job or region to another; they reflect changed buying habits; they come from increased membership in national cults, societies, and think-groups. Many so-called "grass-roots" movements have their real roots in national propaganda campaigns by trade associations

The nationalization of the West Coast teen-age culture, with hoe-downs, shindigs, jamborees, the surfing craze in inland lakes, is a case in point.

SECONDLY: Many changes taking place are no more than *a continuation of the ancient struggle between the sprawlers and the centralizers;* between those who wish to contain development in an "orderly" pattern, and those who wish to overrun and overjump all fetters and restraints.

Today, I submit, that ancient theory is running out of facts, just as many parts of the United States and its urban areas are running out of usable and easily accessible space. Two years ago, when California passed New York as the most populous of the United States, it also passed another milestone. In the first five months of 1963, there were more permits issued for new apartment units than for single-family houses in Los Angeles and surrounding counties. In short, California discovered the horrid fact that it would have to go upward, rather than outward, to find space for economic housing.

The ancient struggle between centralizers and spreaders, between open-rangers and the barbed-wire fencers, the suburban land speculator and the big-city tax collector, the sewer extensioneers, and the cautious budgeteers, is part of the everyday struggle in every major city. The point is not so much what can be done about it—there are plenty of available remedies to shift the balance in favor of central sensible restraint—but that this is a key element in urban change today, and civic organizations should do everything in their power to keep the issues sharp and clear; and to remember that it isn't necessarily a phony fight invented by a politically ambitious mayor. Rather, it is a historic struggle over the allocation of scarce resources, and should be solved with sophistication and knowledge of its historic roots.

THIRDLY: We should not be confused by talk about "increasing density" of population. Historically speaking, *the density of population in most cities of the world is getting less, not greater;* and the American city leads the world in its rate of spread into new and sprawling patters of low-density.

Studies made by the Athens Center for Ekistics, a five-year study of world-wide trends in urbanization, show that most cities of the world, until the 20th century, existed at densities ranging between 150 to 300 per hectare, or per acre. The city of Athens, Greece, has remained at a density of about 180-190 per hectare for some 3,000 years up to 1850. Modern cities range from densities of 400 per hectare (180 per acre) in Moscow to 12 per hectare (4.8 per acre) in Los Angeles.

(Note: these are measurements of density for the metropolitan built-up or settled area and not necessarily the same as the density of the legal or political city.)

Cities are using up more space, which means people are using up more space and time to get through each day. The 19th century faced problems of high density—overcrowding, tenements, disease, epidemics. The 20th century faces problems of *low density*—suburban sprawl, expensive utility extensions, more traffic, more time spent or lost between home, job and other activities. The tenement conditions of the last century—fouled atmosphere, overcrowding, danger to life and limb—have moved out of the house and into the street and highway.

But high density has its rewards: the possibility of face-to-face encounter and negotiation, the chance for a clap on the back, an exchange of goods, information, the stimulation of ideas. These were based on proximity in the past. What of the future?

There are traps, however, in looking at density as the only key to the quality of environment. Low-density in an urban area may do nothing more than keep people too far apart for real community life. Last fall I went through the Watts area of Los Angeles. It is a remarkably low-density area, with hundreds of vacant lots, thousands of small single-family houses. The vacant lots are covered with trash and broken glass, and serve no useful purpose except to increase the distance one must travel to get groceries, haircuts and other necessities of daily life. This is one kind of "spacious living," but it appears badly suited to the needs of low-income families. And of course density is no substitute for hope and jobs; the riots last summer showed that clearly enough.

FOURTH: As a corollary of the decrease in density, *the historic power of the city center is diminishing.* The outward flow of power and decisions from the central business district is meeting a counter-flow from the powerful new suburban industrial centers. New prestigeous office buildings in Clayton, Missouri, are renting for more per square foot than buildings in downtown St. Louis, and many powerful businessmen who once would have personified downtown power now commute from suburban home to suburban office.

I think it significant that the New York Regional Plan studies by Raymond Vernon in 1960 found that the fastest-growing segment of metropolitan traffic was within the inner and outer suburbias, rather than following the old in-and-out radial pattern.

This low-density pattern ensures as well a great variety of occupations, architectural forms and shapes, and activities. It is time for us to forget our stereotypes about the classic single-family house subdivision, the Levittowns of New Jersey and elsewhere, these "seedbeds of conformity," massive collections of look-alike houses for think-alike people. These descriptions are true enough, in their limited ways, but "suburbia" is growing more complex, taking on more functions, looking and acting more differently all the time.

FIFTH: The processes of city life are getting to be more independent of place. The phrase "footloose industry" applies to a wider variety each year. Many economic operations are no longer rooted to one place. Neither are their workers and executives. It's not *where* you do it, but *how* and *why* that counts. Grandfather may have been rooted to one farm for most of his life, but to most of us this is a dangerous burden. "A rolling stone gathers no moss," was once an admonition against rolling. Today it's a warning that you better keep moving to keep up with the job opportunities.

This transition from *place* to *process* means that habits, jobs, social organizations and businesses which are totally rooted to one place and no other will be increasingly subject to competition. I am not referring obviously to mineral-extracting or other resource-based businesses. But I do observe that in middle-sized cities, more and more local committees, boards and agencies are run by men whose business keeps them home. This is one reason why one sees local lawyers and real estate men whose stock-in-trade is a local clientele, increasingly holding strong local positions. In contrast, the upper-echelon managers of nationally-owned companies take less interest in local affairs, since they know they may be moved. The "footloose" and rising executive usually doesn't want to be "tied down," and local civic affairs are that much poorer for it.

We tend more and more to move ourselves, rather than our residence; to "substitute mobility for location." We can move one mile cheaper than ever before, and faster; we can shop an entire metropolitan area for a job, a house, automobile or any other piece of essential merchandise worth the trip.

Among other things, land farther and farther from the center of the traditional city is becoming part of the metropolis. Doxiadis Associates, city planners, have done a study of land "bought for urban purposes" on the outskirts of Detroit. They find that land in recent years has been bought for Detroit's urban purposes (industrial relocation, speculation or whatever) as far as 110 miles west of Detroit. At that point the researchers ran into evidence that there was a counter move of urbanization coming eastward from Chicago. So this is the future size of these two huge metropoliton areas.

SIXTH: The *difference between communities are changing,* and the St. Louis, Detroit, Minneapolis or Mobile that you and I knew only 15 years ago may be undergoing transformations that are seldom recognized piecemeal.

For example, between 1950 and 1960 the typical metropolitan population of the United States purchased a larger ratio of its goods and services from local producers than prior to World War II.* Therefore, the typical city is producing a wider range of the goods and services it needs, and for many standard items it no longer has to place orders out of town. It is more diversified.

This means that in any given city you can find a wide range of activities quite similar to those going in any other city. *They* are more diversified. The one-industry or "company town" is harder to find than a generation ago.

This may be one reason we keep hearing that "All cities are getting to be more and more alike." It ought to remind us of the scarcity value of community differences, of unique landscape and cultural activities. As time goes on, as conventions and travel increase, as a more footloose public continues to look for uniqueness, such activities and places

* See Report on Economy of Lexington, Ky., 1965, Hammer & Associates, Washington, D. C.

will become more important as magnets for visitors, conventions and newcomers.

SEVENTH: The size of typical units of society is getting larger: cities, airports, corporations and social organizations. The bigger the unit, the more powerful are non-local influences.

And the bigger the unit, the more likely it will be to find a location at the edge or outside the traditional city. "The infiltration of international elements really starts at the outskirts of the city," says the Greek city planner, Constantinos Doxiadis, whose firm is working especially in the under-developed nations.

And the more non-local in finance, impetus and ownership, the less susceptible it will be to influences of local architecture, local building traditions, hiring practices, banking procedures. The *edge* of the city has become a major point-of-intervention for new and competing ideas. Our traditional orientation to the center may make us blind to the big things happening "out there."

EIGHTH: Information is growing more institutionalized and Systematic. I find fewer people all the time who treat information which they possess as a personal belonging; and more and more people who consider knowledge and information in a kind of neutral way.

All around us are arising new information systems, based on non-interview techniques of information-assembly. The interview is increasingly merely a low-skilled method of assembling raw materials far down in the information system.

The well-informed newspaper editor is still a useful port-of-call for businessmen testing out a community climate, for politicians and others. But increasingly, the editor's once-unique command of community knowledge is being shared, if not taken over, by municipal data centers, university research centers, by the joint centers for urban studies, a new one called "the center for developmental change," and such exotica.

In metropolitan terms, *information is power.* He who possesses the best information systems will get more power. This is one reason why there's so much in-fighting going on today for Federal and foundation grants to set up metropolitan data centers. Whoever controls the centers can get first access to their findings, and to the money and power that will flow from them.

The pressure of sophisticated information, controlled by non-local sources may grow greater. It will put—in fact, it is putting—people with access only to locally-generated knowledge, in an increasingly inferior position. Lacking knowledge that can be compared on a nation-wide basis, the "locals" will be increasingly upstaged by the "nationals." This is part of a continual pressure exerted by the "big picture operators" upon those whose knowledge is limited to one particular place.

NINTH: Decision-making is growing more formal. There are more people keeping minutes, drawing up tables of organization, setting up schedules for planned development, laying their hands on the future in an organized manner. Whether in every case they succeed or not is another question. Throughout our society, we are seeing the most thoroughly organized efforts to affect social change, shift the course of human events, produce "orderly growth and development" or even to "stop the world" so people can get off.

Each decision tends to affect more people, over wider territory. You may dislike the power this trend puts into the hands of a President or a distant corporation president outside your own area; but it is a fact to be dealt with.

This makes it easier to get at some of the *processed* by which your city is being changed. Many developments which were once thought to be, in the Adam Smithian sense of the world, determined by the "invisible hand" of the market, are now seen as the direct result of a particular subsidy. We now recognize that the vast residential suburbs of the US are as much a result of artificial subsidy through the highway systems and FHA mortgage insurance, as they are simple market responses to "natural" demands from buyers.

This has a vital effect on the looks of your community and mine. Decisions which affect the future are being made all about us. Many appear quite insignificant. Few are dramatic enough to cause a political stir. One in a hundred will get the League of Women Voters or even the Garden Clubs into an uproar.

But every day, decisions affecting the vital growth and appearance of the community are being formally agreed upon. Somebody is keeping the minutes; small decisions are being stacked upon one another. Suddenly the average citizen will wake up and discover that there is no turning back; there's a new highway through the park, and the last turn-back decision was made six months ago. The decision was formal, it will stand up under a taxpayer's suit, and the highway—or whatever—will be built.

This puts public-spirited citizens in a spot. Since cities are being developed more logically, with formal decisions, the citizen has now got to develop a new awareness of the important "pressure-points." If he applies pressure too soon, he'll be told "your worries are premature. The plans aren't firmed up yet." Then one day he discovers that he's "too late." Somebody's already committed the thing to plans, and "it's too expensive to go back and change plans." My advice is: you're never too early to ask "why?" And you're never too late to suggest a re-count.

This brings me to my final point: *The public is more eager than ever before to secure an environment that is pleasant, enjoyable and beautiful.*

In the first place, they *see* the city as they never saw it before. Airplane travel has opened their eyes to the physical facts of the city, its extent, physical spread, the nature of its relation to its hinterland, and especially to the wonders and grander aspects of the man-made landscape in its larger sense. You cannot travel across the United States and still believe that God *alone* works his wonders on the world. For the landscape of America as we view it today is a man-made landscape. Its follies and uglifications are those of man. So are many of its great beauties the works of man. I would include the great corn-and-silo prairies of Illinois, the hedgerow-and-white-fence landscape of the Kentucky and Tennessee Bluegrass regions, the steeplechase-country of Pennsylvania, the boulder-fenced fields of New England, and scores of others. We *have* produced beauty. It *is* within our power. From the air one can best see many new possibilities.

The urban expressway is another device whereby people are learning to see the city in a new light; one can go clean through a city, quickly in one side and out the other; an aesthetic experience never before possible at such speed. This is a new experience for men, enabling them to think of their city in larger terms than before; to think of it as a whole, and not merely in the bits-and-pieces way produced by the old small-scale street system.

As the "effective life-space" of the average city dweller increases, his view of his world expands:

> "each person will have interests in happenings over a larger segment of the field than at present. In the course of a year, he may actively participate in the life of a number of spatially-defined local communities. As a result, he is likely to be less concerned with the fate of the community where he resides and more with activities that may be scattered throughout the field but are closest to his interests, leading to a

stronger identification on his part with the realm as a whole, at the cost of a declining interest in purely local affairs . . ."*

New information techniques also let us look at the city in a new way. Last fall at the American Institute of Planners' conference, Charles Graves of the Urban Renewal Administration, told how the Federal Government is beginning to make grants to cities for setting up a complete property-coding system based on X-Y coordinates. This will enable any city to put into its data bank all available information on real properties, street addresses, and land uses. Using the X-Y coordinate system, which can be further identfied in terms of latitude and longitude, will permit for the first time a national comparison of properties, land-use trends, housing characteristics and the like. The Bureau of Public Roads is doing the same thing with every piece of Federal-aided highway and highway structure in the country. The same techniques that produced a computerized movie of the moon's surface can readily produce new pictures of the city's surface.

Thanks to travel, airviews, computerized insights, and a more comprehensive view of the city, the public now realizes that land and the city are man made artifacts. They are no longer the product of unknown or uncontrollable forces.

And once the general public has grasped this fact, they begin making judgments about its quality; and about the people and decisions which formed this environment.

This is the great shift in public knowledge and expectation of our generation, insofar as it concerns the physical environment. (And of course it is a world-wide "revolution of rising expectations" taking place in the underdeveloped nations.) There's a growing impatience for improvement. Interviews taken under direction of the Center for Metropolitan Studies in Washington, D. C., discovered that the "favorite" outdoor sport of slum teen-agers was water-skiing, surfing and plain skiing—activities far beyond their economic grasp, but symbols to them of the good life, "where the action is."

* John Friedman and John Miller, "The Urban Field" in Journal of the American Institute of Planners, October 1965, p. 317.

But in its eagerness to secure a better environment, the typical urban citizen is discovering the truth of an ancient physical law: two bodies cannot occupy the same space at the same time.

Or, putting it another way, a highway *through* a park is not the same thing as a highway *plus* a park. Or, a third way; it takes a very special kind of society to come to terms with the natural environment without *destroying* it.

We have thought so little in the past about the quality of our physical environment that we are in great danger of destroying its amenities while engaged in what we call *"development."*

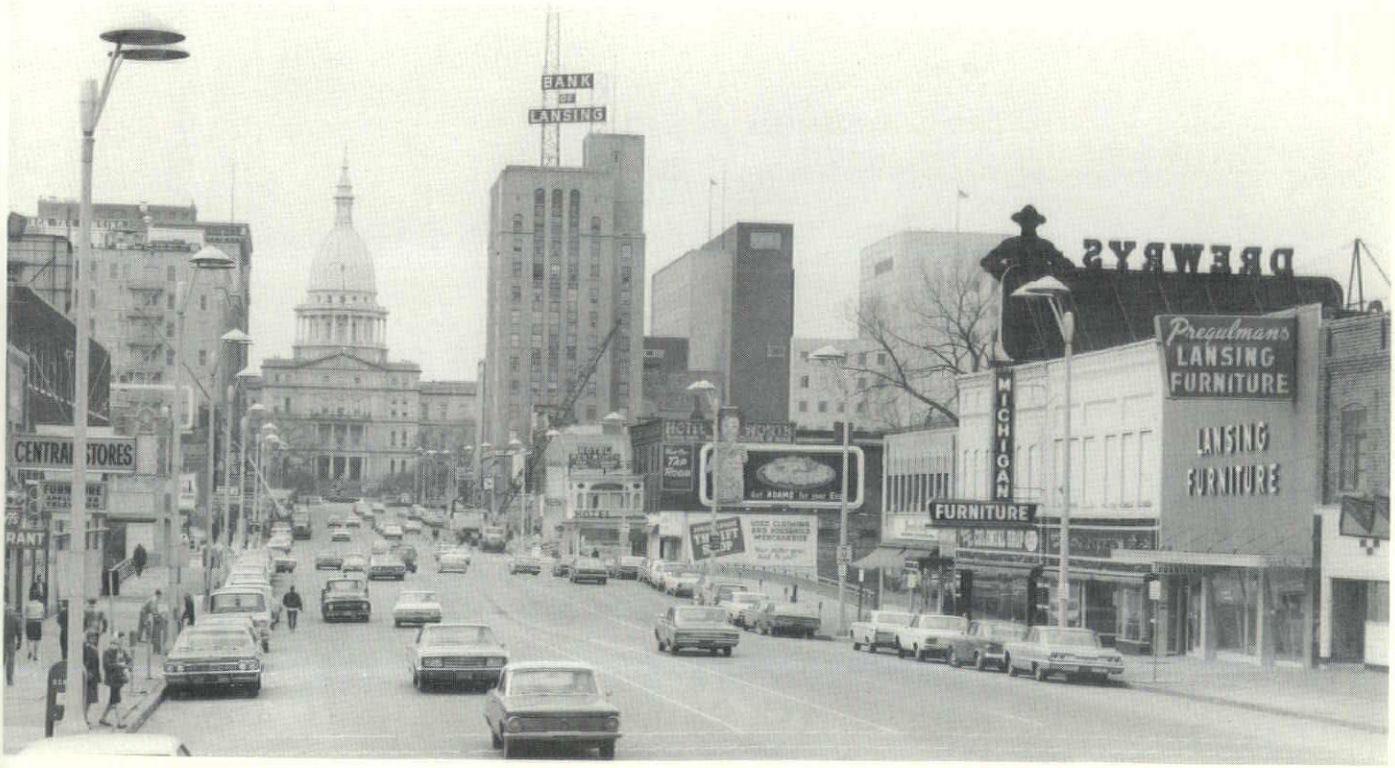
We have reached the transition point in the development of environment. We now *know* how to come to terms with it without destroying it. We are able to shape the environment around us for good, and not destroy it. Millions of people all over the world are at the decision-making point.

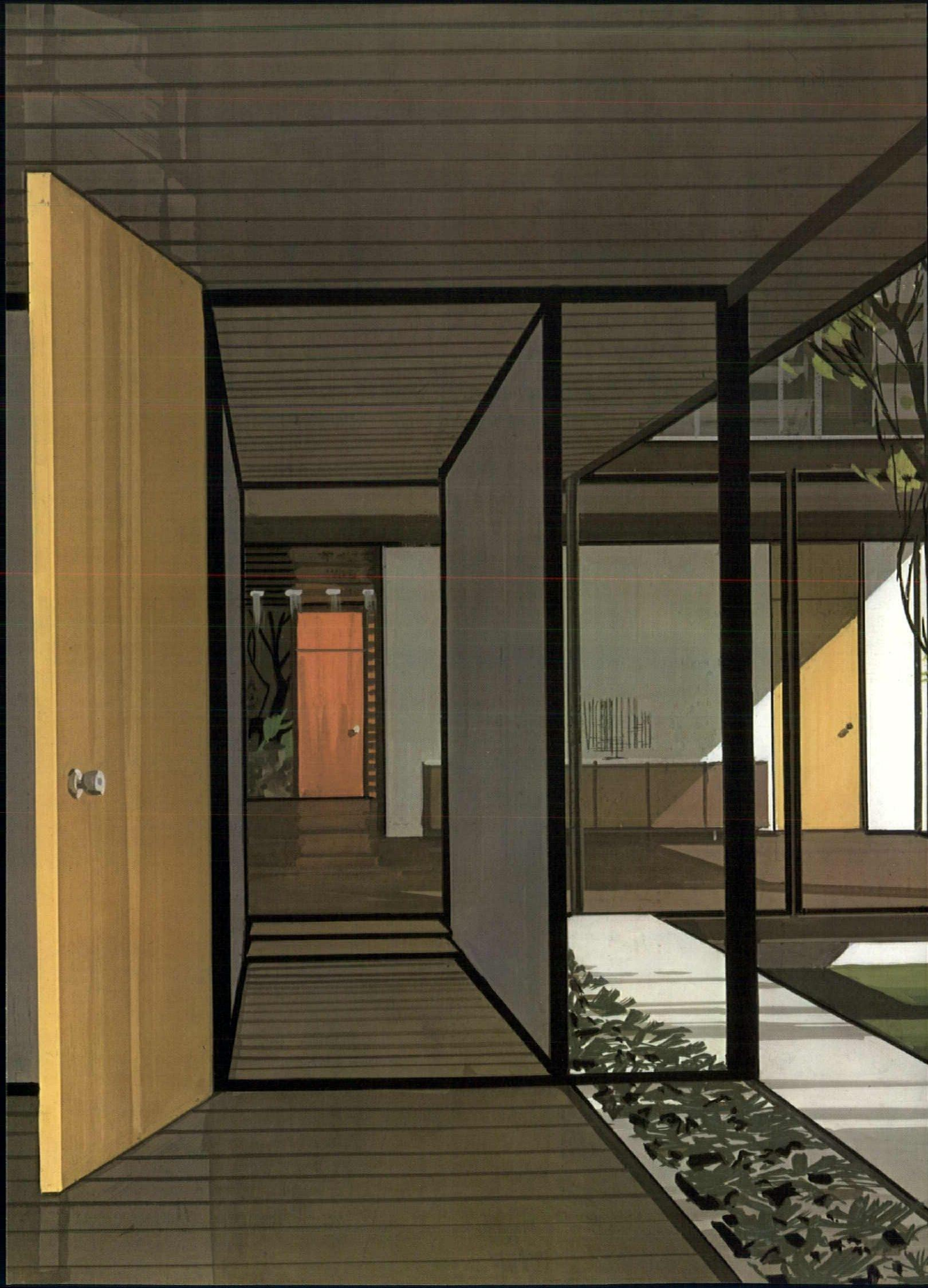
They are getting the power—through organizations such as the sort you are discussing—to say what *ought* to be done with their community, rather than accept what usually *did* happen to it.

In the past, it was the market place that determined what would happen to your community and mine. If it was a piece of land, the *price* a buyer was willing to pay for it determined how it would be used, and what would be built upon it.

In short, the "highest and best use" of land and other resources—and therefore their price—is no longer necessarily what the market place says it should be. No, the "highest and best use" is now being prescribed and influenced strongly by a whole constellation of public and private agencies, associations, and organizations with new concepts of what it *ought* to be.

In hundreds of cities, the citizens have decided that old slums *ought* to be torn out or the housing renewed; that new forms of housing and housing subsidy *ought* to be made available; that a massive new antipoverty program *ought* to be enacted; that new patterns of life *ought* to be planned for, provided for, and assisted in many new and inventive ways.





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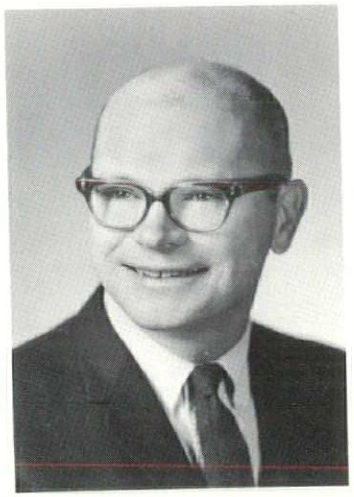


Robert L. Wold, AIA
President MSA

Have you ever been asked "What is AIA or MSA doing for me?" or "Why should I be a member of AIA?"

Any Architect who finds time to read even a small percentage of the *Journal*, the *Newsletter*, or the other professional publications, can have little doubt as to what AIA is doing for him and for the advancement and benefit of the profession of Architecture.

At the "Operation Grassroots" Conference held at the Octagon in January, several officers of the AIA stated that they were convinced that most Architects do not read. At least, they do not read the professional publications which cross their desks—those published by the Institute and the various State Societies, such as MSA.

This is probably due to the fact that the practicing Architect is kept so busy reading clients' programs, building codes, technical publications, government regulations, job correspondence, etc. that he just doesn't have time. However, this lack of reading causes a "breakdown in communications" between Architects and their professional Society which at times reaches very serious proportions.

In an effort to alleviate this breakdown in communications, I hope throughout the year to insert a few notes in this column in the *Monthly Bulletin* which will keep readers posted on the current important activities of MSA and important problems facing the profession in Michigan. Phil Meathe, our Regional Director, will do the same thing covering national AIA activities as they effect Michigan.

We do this with full knowledge that the printed word alone will not solve the communications problem between MSA and the members of the Society in the State of Michigan. The *Monthly Bulletin* is, or should be, the news media for Michigan Architects. But it has the disadvantage of early deadlines typical of all magazines, so the news reported here will not be as current as the late evening news report on television.

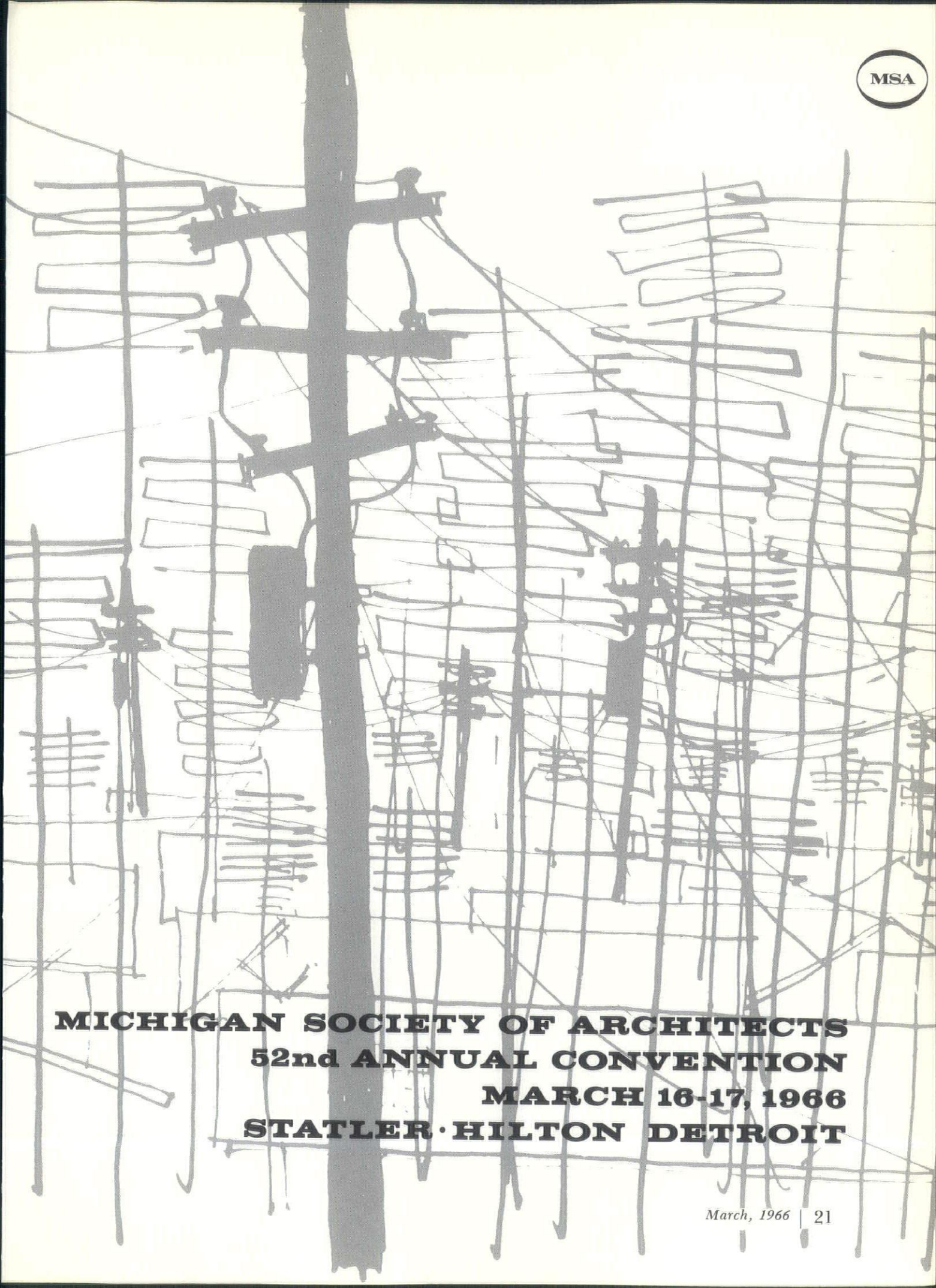
However, business and news reports in the *Bulletin* are a good first step in the effort to inform MSA members about what their State and National organizations are doing.

The executive committee of the MSA Board has given top priority to the following projects for the coming year:

(1) Employment of a qualified legislative advocate to represent architects at the State Capitol.
(2) Statute of Limitations Legislation as effects architects and engineers.
(3) Better communications and cooperation with chapters and individual members.

In months to come, I will discuss these problems, and hopefully, report on constructive steps toward their solution.

The success of MSA in 1966 will depend on how well each individual architect performs those professional duties which are required of him. That is to say, that individual efforts will dictate the success of the Michigan Society of Architects, just as individual efforts determine the success in our own practices. The members of the MSA Board are ready to provide the necessary individual effort for a successful year—we ask only your cooperation.


MSA
MICHIGAN SOCIETY OF ARCHITECTS
52nd ANNUAL CONVENTION
MARCH 16-17, 1966
STATLER·HILTON DETROIT

WEDNESDAY 16

9:00 A.M.
Registration Desk Opens
Exhibits Open
9:30 A.M.
MSA Board of Directors Meeting
Parlor "F"
11:00 A.M.
Judging of Exhibits by Chapter Presidents
12:00 M.
SmorgasbordLuncheon (included in Registration Fee) in Exhibit Area (Cash Bar Open in Exhibit Area)
Ladies Luncheon WALD ($3.75) "Op Art in Fashion" at Engineering Society of Detroit
2:00 to 5:00 P.M.
Seminar: Topic, "Natural Resources—
Conservation versus Desecration"
Moderator: Dudley Hunt
Panelists: Olga Madar
Recreation Director, UAW
Russell Youngdahl
Consumers Power
Gene Little
Michigan State Chamber of Commerce

6:00 P.M.
Exhibits Close
6:30 P.M.
Reception—Michigan Room, Oak Foyer and English Room
Sponsored by Great Lakes Fabricators & Erectors Assn.
Admission by Convention Badge only
Dinner—on the town

THURSDAY 17

7:30 A.M.
Bus departs for "Breakfast at Mahon"
9:00 A.M.
Registration Desk Opens
Exhibits Open
10:30 A.M.
MSA Business Meeting—all members
Michigan Room
12:00 M.
Complimentary Cocktails—Exhibit Area
12:30 P.M.
Men's Luncheon ($4.50)—Ivory Room
Guest Speaker: Judd Arnett, Detroit Free Press
Columnist—"Let's Tax Ugliness'
Ladies Luncheon WALD ($4.00)—English Room
Dr. Michael Church—"Living in the Fourth Dimension."
2:00 P.M. - 5:00 P.M.
Seminar: Governmental Controls and Incentives Against Ugliness
Moderator: Dudley Hunt
Panelists: Gerald Crane, AIA
Architect and Planner
Harver C. Allison, AIA
Al Nelson
Developer
6:00 P.M.
Exhibits Close
6:30 P.M.
Reception—Wayne Room
Sponsored by Producers Council, Detroit Chapter
Admisison by Convention Badge only
7:30 P.M.
Annual Honor Awards Dinner—Grand Ballroom
$7.50 per person)
Guest Speakers: George Kassabaum, AIA
Vance Packard
"America the Beautiful and Its Desecrators"

H. C. Allison, AIA

Mr. Allison graduated from the University of Michigan in 1948 with a Bachelor of Architecture degree and began working for the Dow Office in the fall of that year. He became a registered architect in 1954. A past president, vice president and secretary of the Saginaw Valley Chapter of the American Institute of Architects a member of the Engineering Society of Midland and is a past director and vice president and in the past he has served on the Board of Directors of the Michigan Society of Architects and as Acting Chairman of the Legislative Committee. At present he is a member of the City Council and is Mayor of Midland and until recently he has served as a member of the Midland City Planning Commission. He is a member of the Midland Kiwanis Club, Michigan Historical Society and the Michigan Association of the Professions.

William Dudley Hunt, Jr., AIA, of Port Chester, New York, will be the Moderator of the two panel sessions at the 52nd Annual MSA Convention.

Hunt is currently Publisher of the AIA Journal and has his private architectural practice as well. He has served as a consultant to manufacturers associations and others connected with the building industry in such areas as design construction, research and development, marketing and publishing.

Member of Convention Panel on "Neutral Resources—Conservation versus Desecration."

Olga M. Madar

Olga M. Madar is Director of the International Union, UAW Recreation Department, a position she has held for many years. Currently a member of the Board of the Michigan Parks Association, of the Board of UAW Retired Workers Activities Centers, Inc., of the Legislative Committee of American Recreation Society and Secretary of the National Board of Directors, American Youth Hostels, Inc.

She has been a delegate to White House Conferences on Youth in 1950 and 1960, a Delegate to the White House Conference on Conservation in 1962 and to the Conference on Natural Beauty in 1965.

Miss Madar brings her years of interest and experience in our natural resources to this panel.

Vance Packard

One of the most perceptive critics of our time, Vance Packard is the author of many phenomenal best-sellers that continue to provoke discussions in millions of homes and thousands of classrooms, both here and abroad. His platform appearances are always eagerly awaited in communities throughout the country, and on Thursday, March 17, he comes to Detroit to address the 52nd Annual Convention of the MSA.

Internationally recognized for his incisive, meticulously researched investigations of trends in modern society that endanger individual liberty, Vance Packard's name has literally become a household word. The titles of his books have a way of catching on and becoming a part of the language even where English isn't ordinarily spoken. This is because he is able, in an unforgettable phrase, to pinpoint an aspect of modern life that everyone instantly recognizes. That sense of recognition is frequently sudden and astounding, because as a documenter of our way of

MSA

life Vance Packard is by now without peer. He is always investigating tomorrow today.

A native of Pennsylvania, with a master's degree from Columbia University's Graduate School of Journalism, Vance Packard spent five years as a newspaperman in Boston and New York before becoming preoccupied with the social sciences. Many of his early articles appeared in Collier's, where he had a staff connection. For years he delivered weekly lectures at Columbia and New York University in addition to a busy schedule of story-gathering, research projects and interviews in connection with his highly successful books. His articles have appeared in practically all the leading periodicals including The Atlanitc Monthly, Reader's Digest, Look, Ladies' Home Journal, The Saturday Evening Post, Harper's and the New York Times Magazine.

It was in 1957 that his first book "The Hidden Persuaders," appeared and quickly climbed to the #1 spot on the nation's best-seller lists. This study of motivational research techniques alerted the American public to the methods of "persuasion in depth" advertising.

It was followed, in 1959, by "The Status Seekers," which analyzed class stratification in the United States and, in 1960, by "The Waste Makers," which sounded a sharp warning on planned obsolescence and the waste-encouraging commercialism of American life. Both books became #1 on the best-seller lists, and Vance Packard became the only author in recent years to have three books in a row reach the top rung in the non-fiction field.

Best-selling works continue to follow and achieve critical acclaim. In 1962, it was "The Pyramid Climbers," a lively examination of the roads to success that today's executives must travel. In 1964, "The Naked Society" threw the spotlight on the professional "people-watchers"—the tens of thousands of investigators who inspect, control and keep an eye on us as individual citizens.

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Southfield's Providence Hospital achieves economy in structural design with lightweight concrete

One of Michigan's finest new hospitals is the efficient and attractive Providence Hospital, located on a 22-acre site at Nine Mile Road and Greenfield Road, near Southfield's Northland Shopping Center. This $13 million hospital complex consists of the seven-story, 400-bed general hospital, the Adeline Fisher Educational Center, and a service building. It replaces outmoded facilities on West Grand Boulevard.

The Architects, Giffels & Rossetti, Inc., of Detroit, selected lightweight structural concrete for hospital framing. The use of lightweight concrete provides an economical design using shallow foundations. This is an improvement over regular-weight concrete for the soil conditions existing on the site for structures of this height. The structural framing systems use one-way concrete joists and flat girders and, in some portions, a flat-slab construction. The result is an economical, attractive landmark in hospital construction.

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GRAND VALLEY CHAPTER HONOR AWARDS

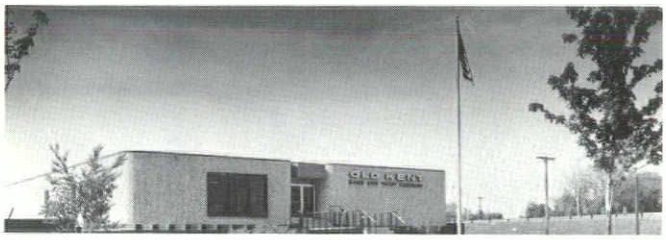
Two Grand Rapids architectural firms have won the three top honors in the annual awards competition of the Grand Valley Chapter, American Institute of Architects.

First award was won by Daverman Associates for its design of the Newaygo County Medical Care Facility in Newaygo.

Hornbach-Steenwyk-Thrall, Inc., won an honorable mention for the Ridgemoor Professional Building and Daverman was awarded an honorable mention for the Electronic Data Processing Center of Old Kent Bank & Trust Co.

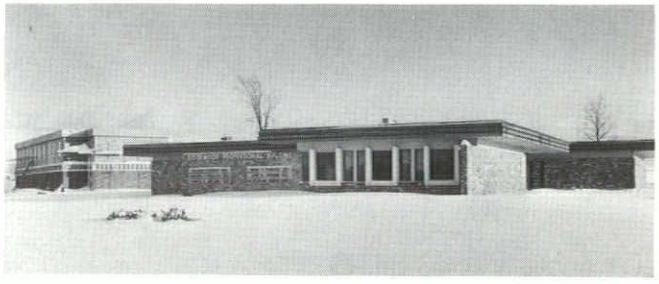
Entries were judged in Kalamazoo by a jury composed of Kirk Newman, sculptor and director of the Kalamazoo Art Center; John Grissim, Detroit landscape architect; James Parent of Kalamazoo, president of the Western Michigan Chapter, AIA and Charles Strieby, president of the Mid-Michigan Chapter, AIA.

The jurors, while praising the quality of the entrants, deplored their small number in an area as large as that covered by the Grand Valley Chapter. Only eight projects were entered.



OLD KENT BANK DATA PROCESSING CENTER
Jury admired it for its air of professionalism and finesse in the building exterior and site development. It noted, however, that the "plastic quality" of the curved corners was lost on the inside. The entrance, the jury said, appears "crushed" between the two massive walls of the facade.

NEWAYGO MEDICAL CARE FACILITY
According to the jury, it "expresses an atmosphere of respose and simple dignity most in keeping with its program and the concern for the happiness of its residents." Although sprawling, the building is not dull and affords interest and pleasure in the appearance of "well articulated" walls and roofs, the jury noted.



RIDGEMOOR PROFESSIONAL BUILDING
It was cited for "masterful" orientation and site arrangement. The planning of each component was considered clean and practical. However, the wall and roof-edge treatment were thought to be less than completely successful and the fenestration "appears rather strained and affected."

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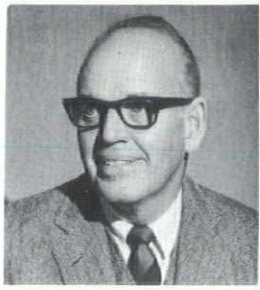

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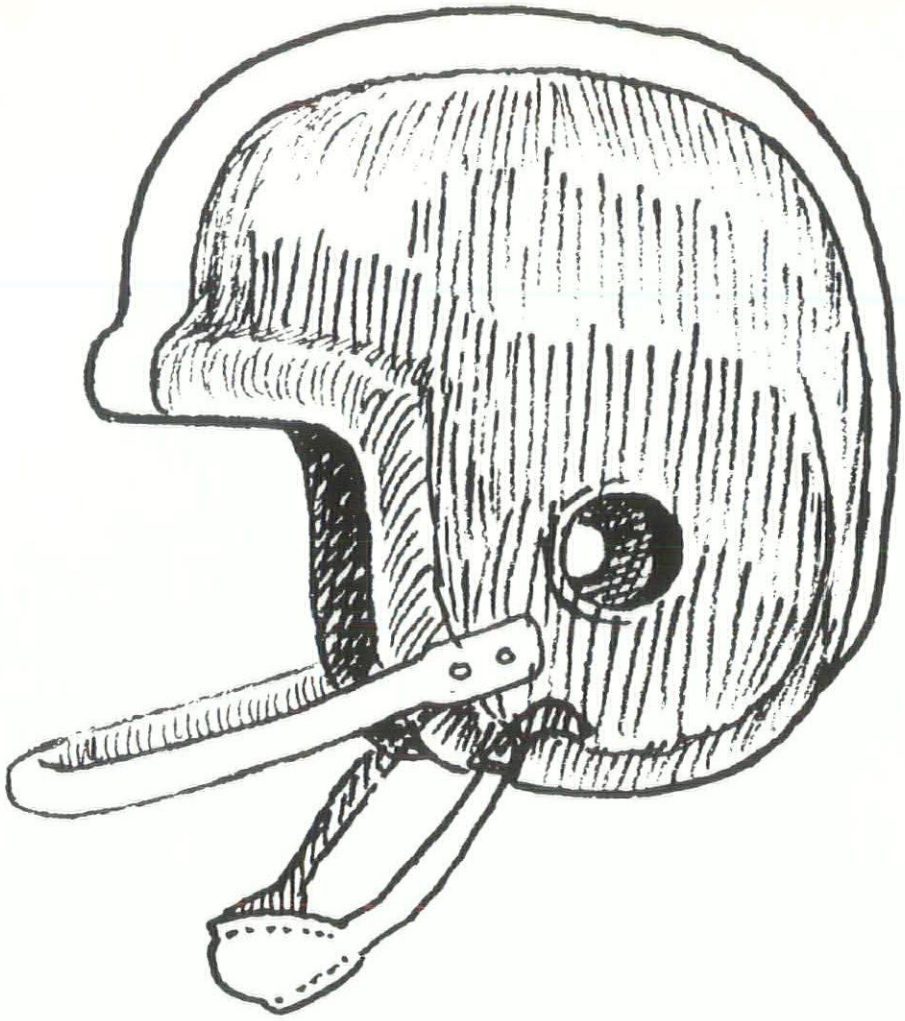

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Library Building Outline Available

The Michigan State Library has recently published a suggested outline for library building programs as a guide to architects.

Clarence Walters, Building Consultant for the Library states that while working with librarians planning new library facilities it has become apparent that the greatest difficulty in planning good functional buildings is the librarian's inability to present the library's needs to the architect.

The guide was developed with the aid of architects and library building consultants in the state. Copies of this outline are available from Michigan State Library, 735 East Michigan Avenue, Lansing.

Mahon to Re-Locate

The R.C. Mahon Company has announced it will re-locate its manufacturing facilities within six miles of its present location in Warren, Mich. Robert C. Palmer, President, stated that the 55 year-old multi-division company has selected a 40-acre site on 14 Mile Road west of Van Dyke Road.

The re-location is part of the company's re-vitalization program, Mr. Palmer said. The new site provides excellent transportation facilities, including access to the New York Central Railroad.

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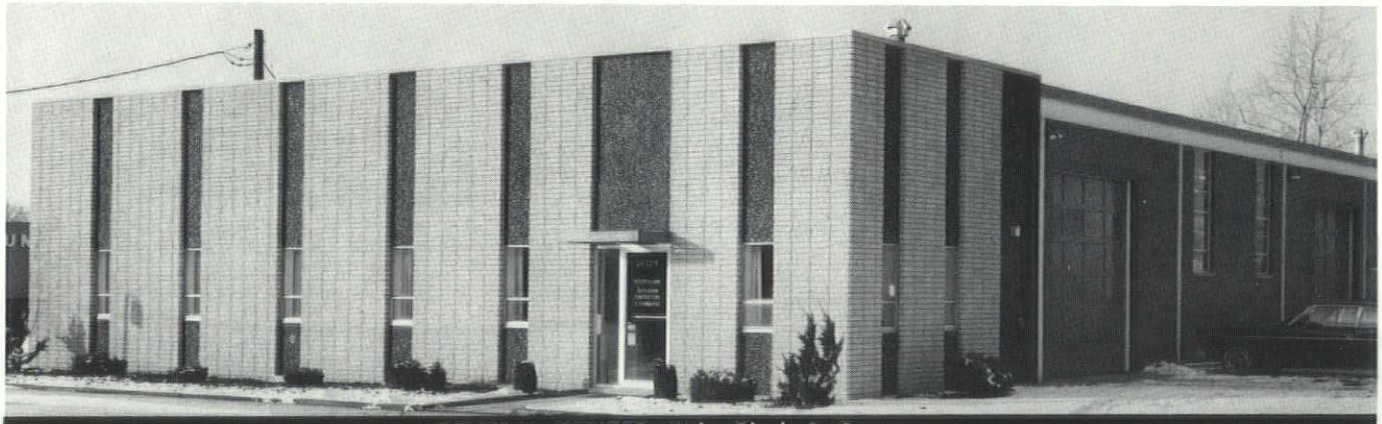

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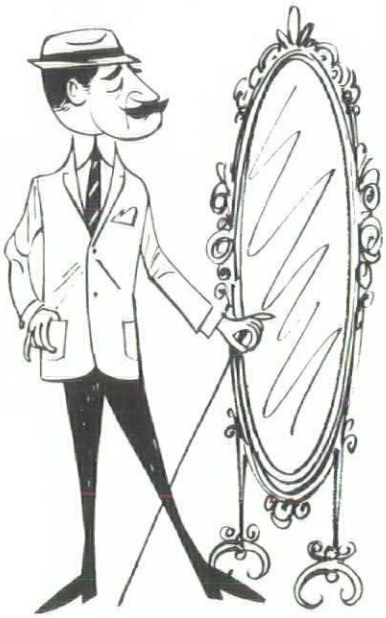

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Health Show Architectural Exhibit

The Tri-State Hospital Assembly, Chicago, has just announced that an Architectural Exhibition of general hospitals and inpatient care facilities will be introduced for the first time at its annual convention and exhibit show to be held May 9-11, 1966 in the Palmer House, Chicago. The exhibition is being conducted in cooperation with the A.I.A. Societies of Illinois, Indiana, Michigan and Wisconsin.

According to Alfred Van Horn III, Tri-State Executive Director, member architects from the four states, as well as registered architects from other states, are invited to submit exhibits under the following rules of eligibility:

"All entries shall be submitted by registered architects, and shall depict service facilities in general hospitals and other inpatient care facilities (nursing homes, rehabilitation centers, specialty hospitals) including outpatient departments, and rooming-in units, which have been constructed since January 1, 1960, or they may depict facilities forming part of current architectural design work actually under contract providing the contract bears a signing date prior to January 1, 1966."

A special feature will include architectural renderings of above facilities by *student architects* providing application is certified by a registered architect."

Entry forms and detailed specifications should be requested directly through the Tri-State Hospital Assembly, 400 North Michigan Avenue, Chicago, Illinois 60611, and should be returned no later than April 8. The broad specifications provide for scale models on mounts one (1) meter square. Mr. Van Horn stressed that "manning of exhibits is forbidden". Therefore, it is not necessary that the architect be present, although he is cordially welcomed to attend the Assembly. Tri-State will be responsible for unpacking, placing and repacking exhibits.

The Tri-State Assembly is the largest regional hospital association in the country devoted to conducting educational programs for all levels of personnel from hospitals, nursing homes and allied health fields. It is expected that the 1966 meeting will draw 10,000.

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CALENDAR

1966

Feb. 26- March 20 Exhibit in Undergraduate Library: U of M, Alvar Aalto.

March 2 Metropolitan Detroit Asphalt Seminar—Engineering Society of Detroit.

March 16 & 17 MSA 52nd Annual Convention, Statler Hilton Hotel, Detroit.

March 26 & 27 Sixth Annual Congress of the Professions. Pantlind Hotel, Grand Rapids.

April 1 *Summer:* Exhibit in Museum of Art: U of M; Jacques Brownson.

May 14 & 15 Seventh Annual Congress of the Professions. Pontchartrain Hotel, Grand Rapids.

June 26 thru July 1 AIA Convention, Denver Hilton Hotel, Denver.

August 4 thru 6 MSA Mid-Summer Conference, Grand Hotel, Mackinac Island.

1967

April 12 & 13 MSA 53rd Annual Convention—Civic Center, Lansing.

April 13-15 Gulf States Regional Convention Hot Springs, Arkansas

May 10-12 Wisconsin Chapter, Lake Lawn Lodge, Delavan, Wis.

September 8-10 New Jersey Society of Architects, Esses and Sussex Hotel, Spring Lake, New Jersey.

October 5-8 Florida Association of Architects, Deauville Hotel, Miami Beach, Florida. California Council, AIA, Monterey

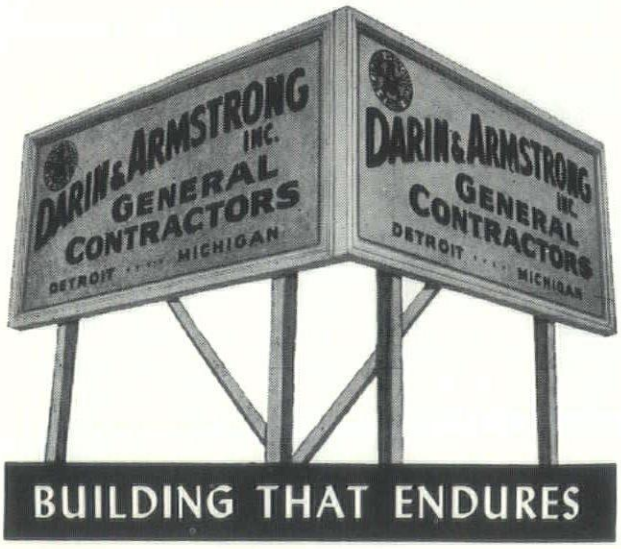
October 6-9 East Central States Regional Convention Brown Hotel, Louisville, Kentucky.

October 6-9 New York State Association of Architects Whiteface Inn, Lake Placid, New York.

October 13-15 Louisiana Architects Association, Jack Tar Capitol House Hotel, Baton Rouge, Louisiana.

October 13-15 Architects Society of Ohio, Caroussel Inn, Cinn.

October 20-22 Pennsylvania Society of Architects, Hotel Hershey, Hershey, Pennsylvania.



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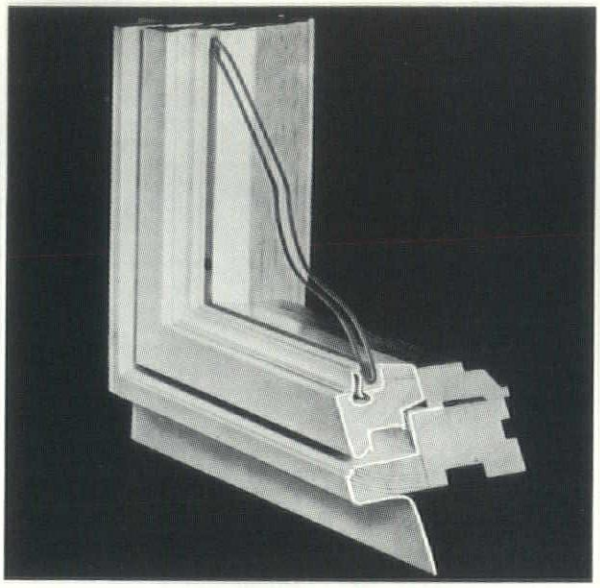

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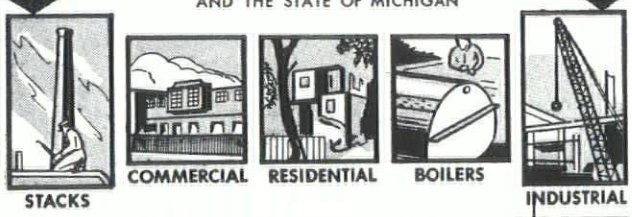

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Graphic mounts of St. Basil Hall, a classroom building designed by Giffels and Rossetti for St. John Fisher College, Rochester, New York, were exhibited at Atlantic City during the National Convention of the American Association of School Administrators, in February.

The 50,200 square foot structure, one of four new campus units designed by G&R, provides space for 1400 students. The design was given a special citation by the screening jury of the ASSA that reads: "Well designed unit of a large campus plan, exceptionally well fitted to the site. Requirements of the educational program met through architecture that reflects restraint and good taste."

Projects exhibited at Atlantic City will be automatically displayed at the National School Boards Association convention to be held in Minneapolis, April 23-26.

G&R was retained by the College in 1962 to prepare a master plan and perform design services for a new campus which, by 1975, will have a total of ten new structures. In addition to the classroom building, construction has been completed on a 200-student dormitory, an athletic center and a House of Studies.

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Announcements

The firm of Eberle M. Smith Associates, Inc., Architects and Engineers announces the relocation of their offices to 950 West Fort Street, Detroit 48226. Telephone 965-8180.

Donald D. MacMullan, Richard T. Wolff, Ivan Alten and Ben Ronis announce their association for the continued practice of architecture and city planning under the name of Architects & City Planners, Inc. effective January 1, 1966. Addresses are: 2270 West Liberty, Ann Arbor, Mich., (313) 761-1061 and 4511 Seventeenth, N.W., Washington, D.C., (202) 882-3800.

Vytautas J. Usas announces the opening of his office for the practice of architecture at 19504 West Seven Mile Road, Detroit. The telephone number is 313 532-1181. Mr Usas has been a member of the Detroit Chapter since 1963.

Dear Mr. Wold:

Just a note to congratulate the Michigan Society of Architects on the quality of the roster which I received yesterday. I consider this a real service to the profession as well as to the community. I hope we will see the time when every region produces a similar roster so they can be assembled into one document for the use of Institute officers and committee chairmen.

Sincerely,

Robert L. Durham, FAIA

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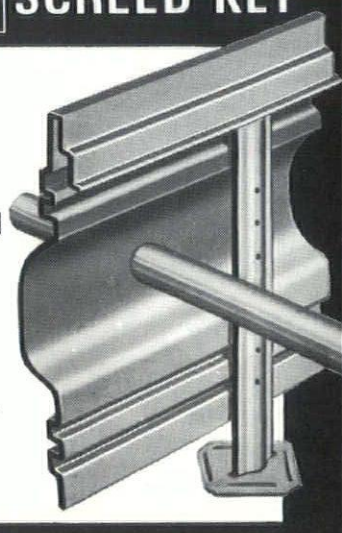

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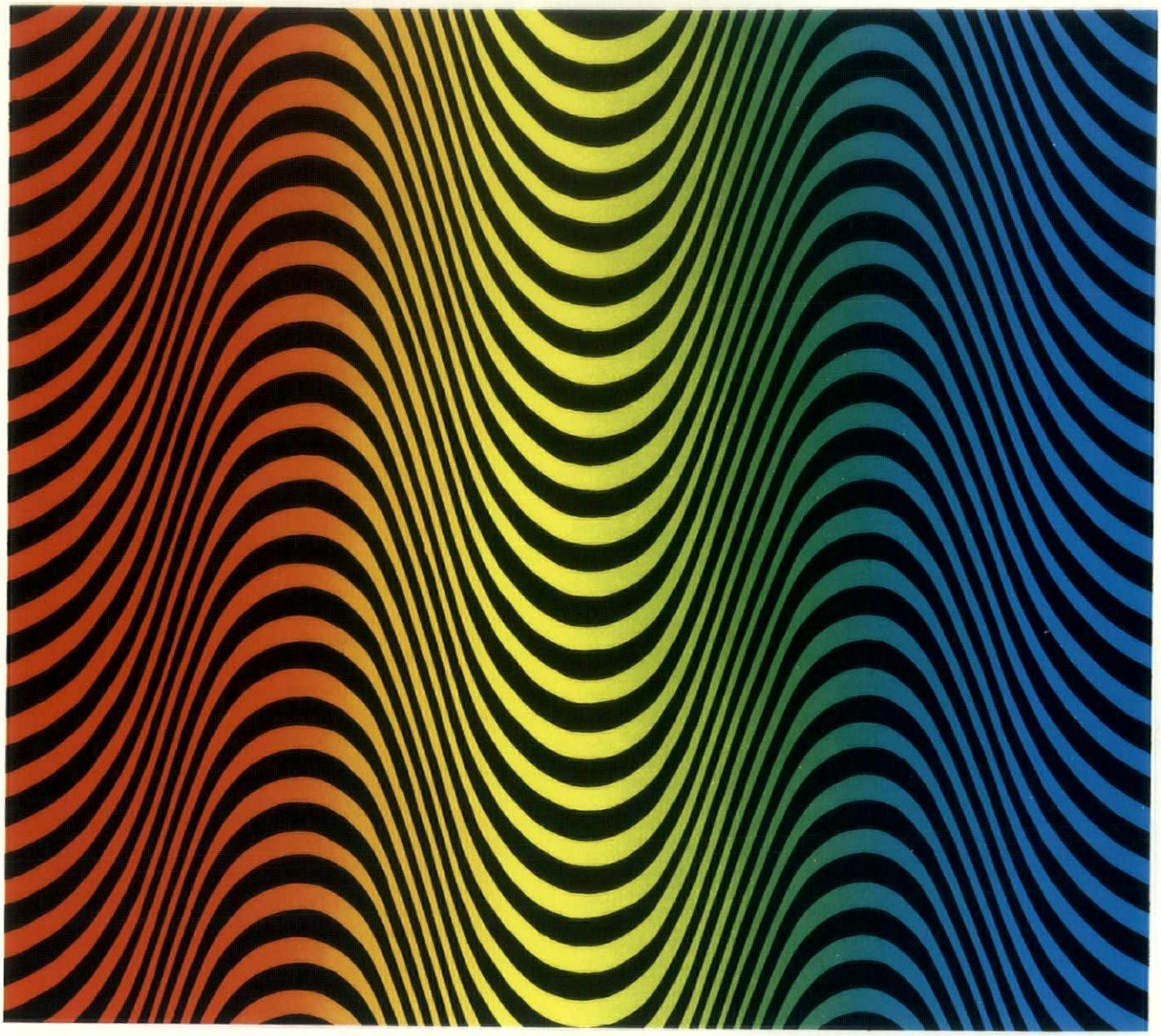

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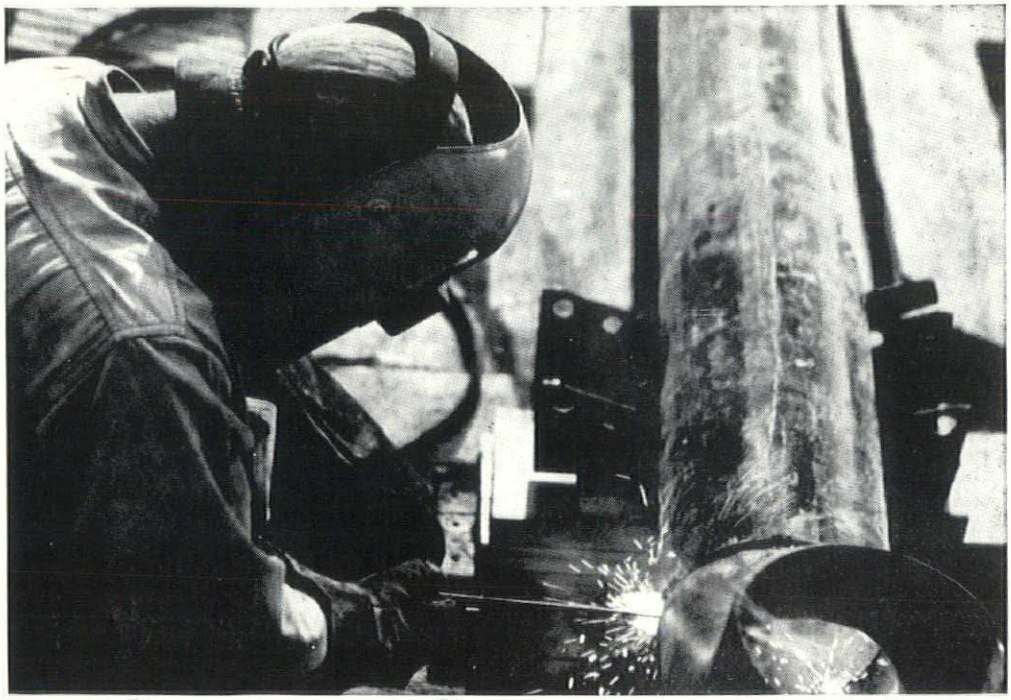

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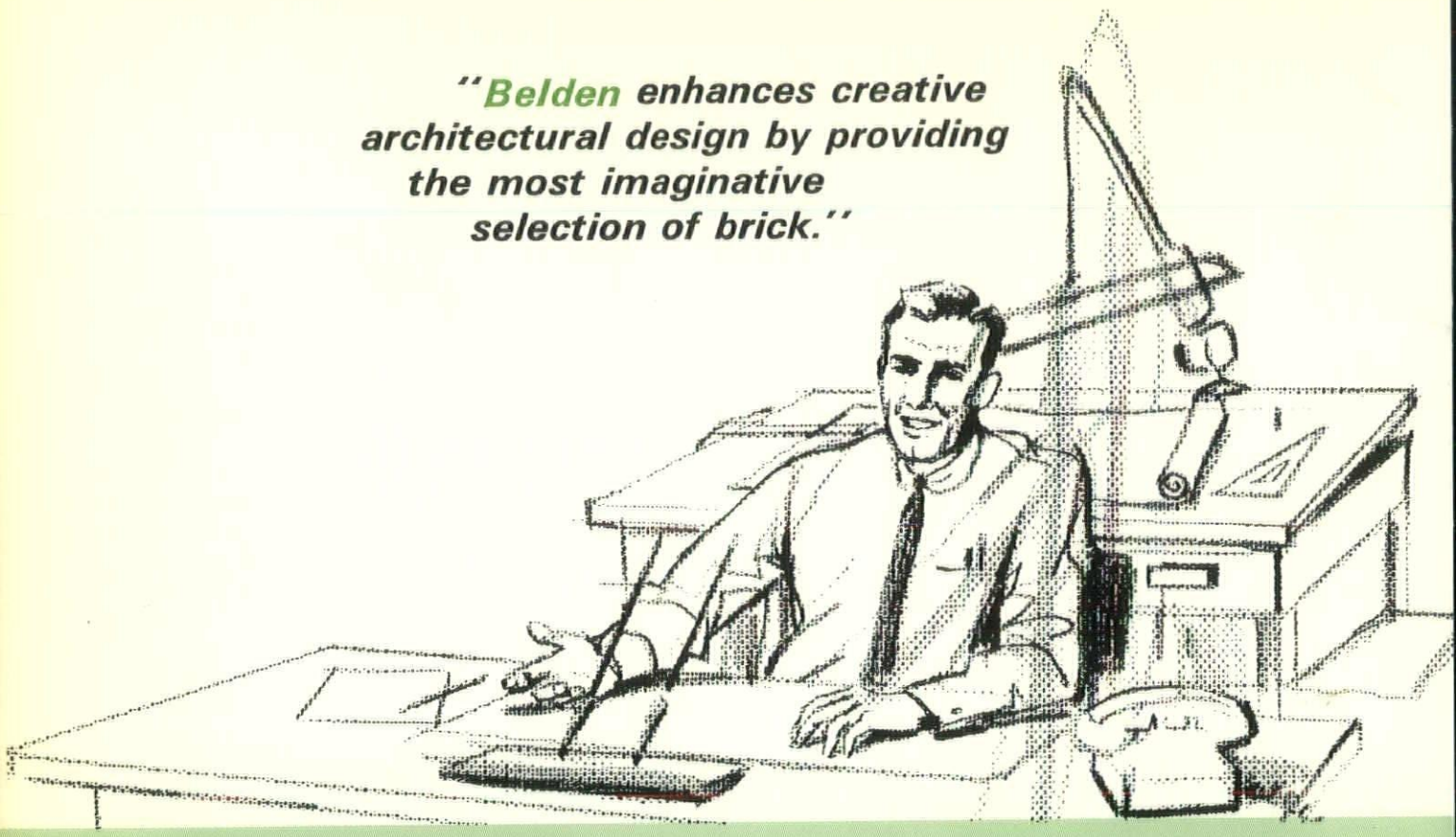

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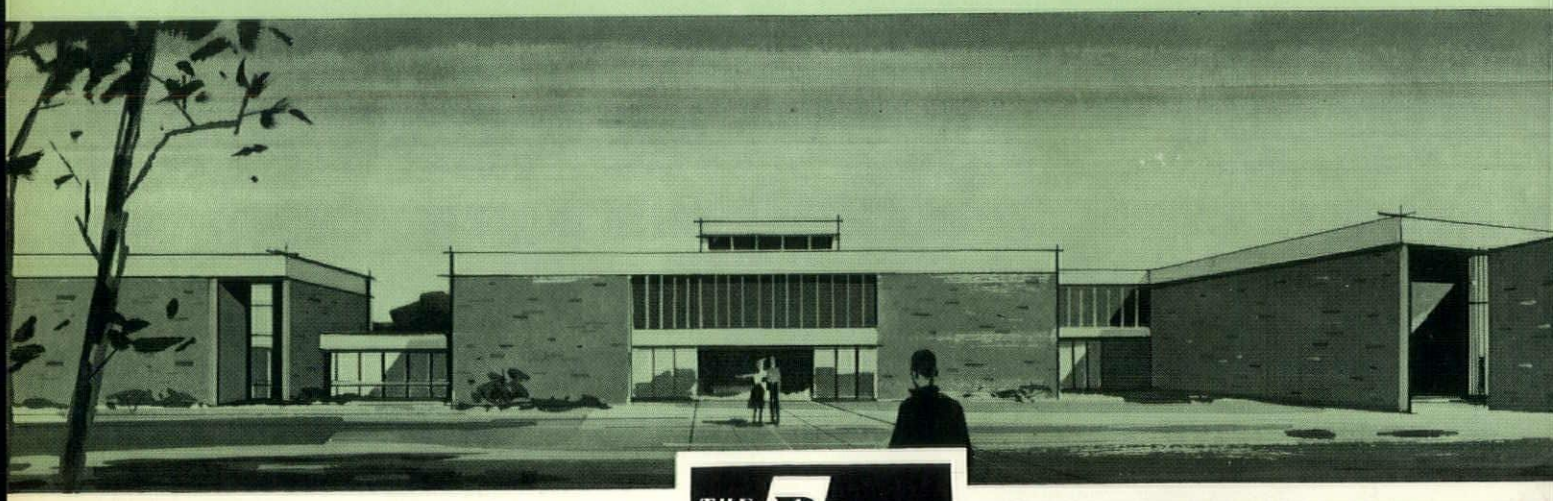

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